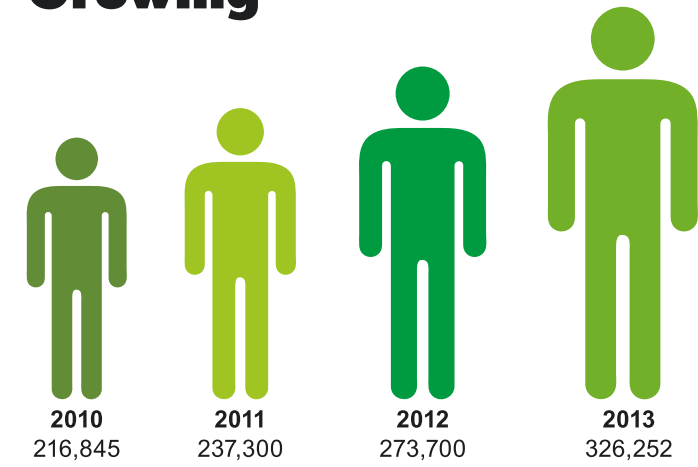
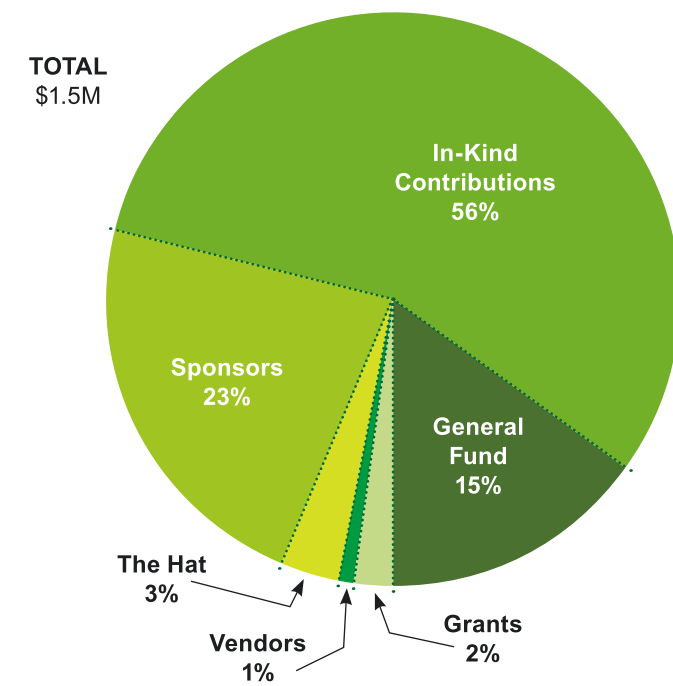


## Growing



Program attendance has grown during the last four years by 50%.

## Community Supported



Hundreds of businesses and community groups come together to organize and fundraise to make *Summer Free for All* possible. For every dollar of the City's general fund, Portlanders contributed over \$5.70 in cash and in-kind support.



**PortlandParks.org**

November 2013

**A beloved tradition  
Portlanders are  
talking about**

**19**

TV mentions

**3,449**

Radio spots

**64**

Online/Print press mentions

**81,465**

Facebook post views

**20%**

Increase in Twitter followers

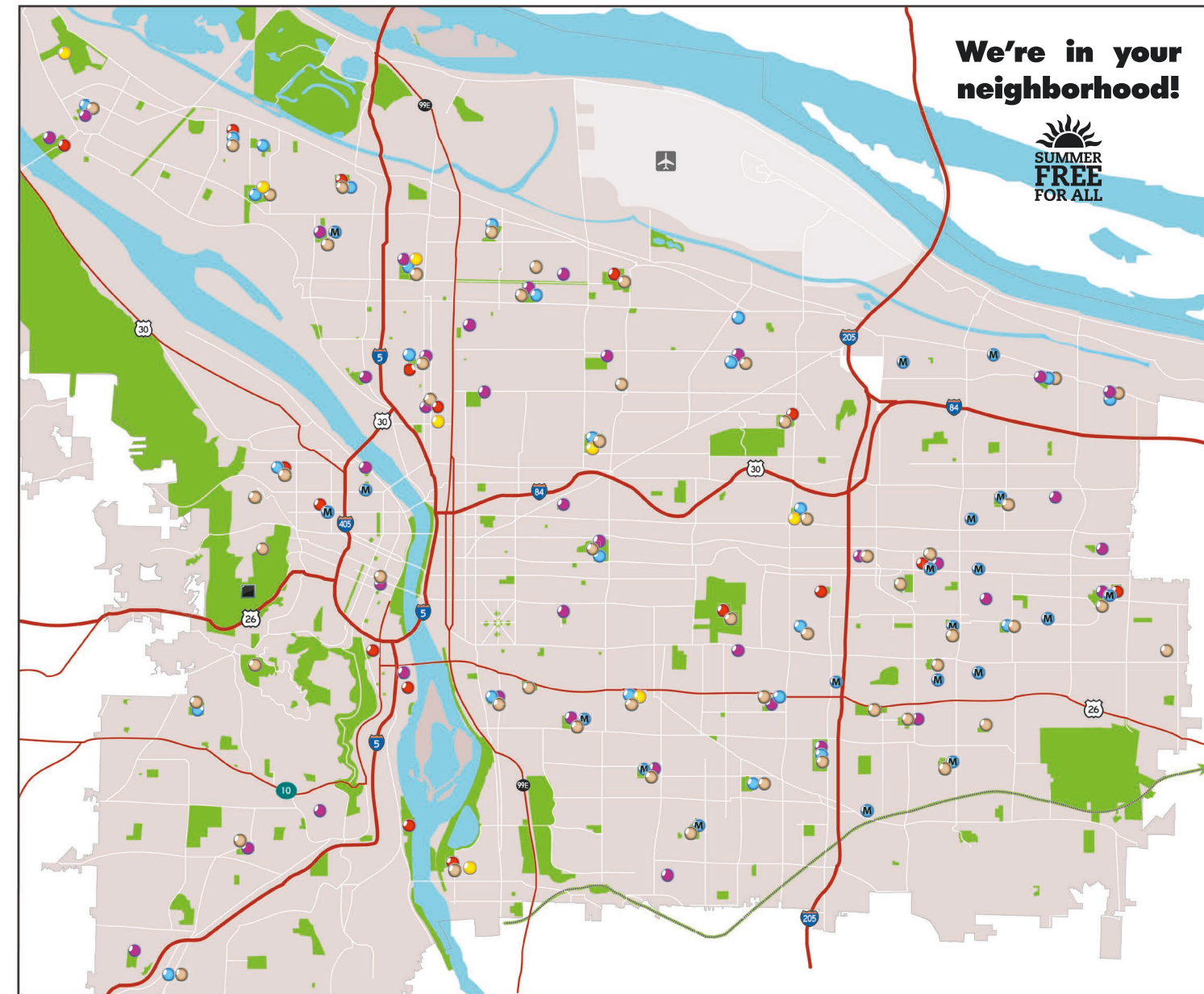
**332,383**

SFFA Web Page Hits

With elements of the program dating back to 1901, *Summer Free for All* is a Portland tradition. Deeply rooted in community involvement that expands each year, this program garners excellent media coverage.



With marketing in eight languages and programming representing many cultures, *Summer Free for All* has something for everyone!



- Playgrounds and Federal Lunches
- Mobile Playgrounds
- Movies in the Park
- Concerts in the Park
- Rock Climbing Wall
- Free Open Play Swim
- Washington Park Summer Festival
- Parks, Gardens, and Natural Areas

## Community Investment Makes *Summer Free for All* Possible

PREMIER

DAIMLER

K103 fm



LEAD



SAFeway

COMCAST



TRI MET



SUPPORTING



And hundreds more community sponsors!

**SUMMER  
FREE  
FOR ALL**

**PROGRAM  
SUMMARY  
2013**

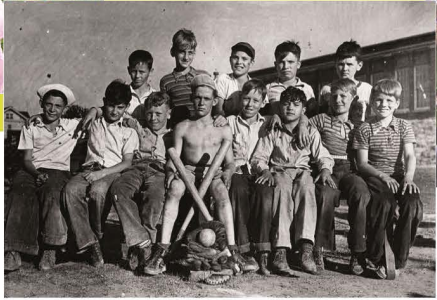


**PORTLAND PARKS & RECREATION**  
Healthy Parks, Healthy Portland

PortlandParks.org

Commissioner Amanda Fritz  
Commissioner Nick Fish  
Director Mike Abbate

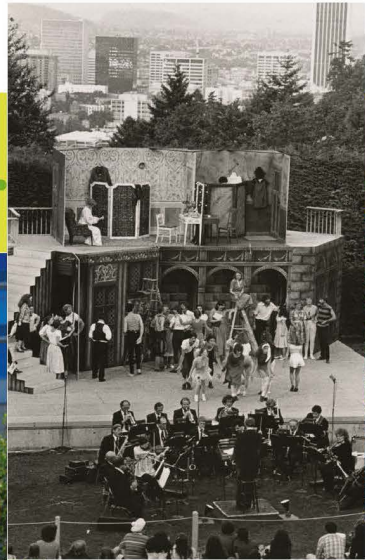




Playgrounds and sports teams, circa 1921



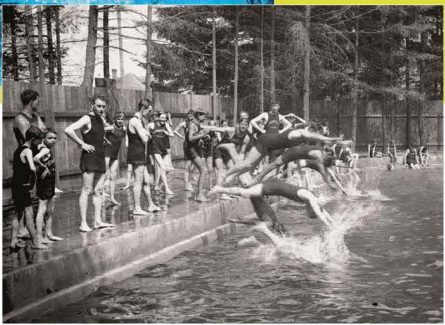
Portland playground, circa 1907



Washington Park performance, circa 1982



PHOTOS: Alexia Gomez, Portland Parks & Recreation  
Hannah Johnson, Portland Parks Foundation



Peninsula swim pool, circa 1921

## DEAR PORTLAND...

“One of the best things we do with our parks is gather together with our neighbors to connect and celebrate. Whether it’s on the playground, at the movie or the concert, *Summer Free for All* has been building stronger neighborhoods for more than a century. With your support, Portlanders will continue this tradition for another hundred years, and beyond.”



Commissioner Amanda Fritz

## Summer Playgrounds and Lunches

Since 1907



For more than a century, Portland Parks & Recreation (PP&R) has provided supervised playground activities during the summer. Thanks to the generous support of **Nike**, in 2013, **47 playground sites throughout the city** were staffed with trained recreation leaders and filled with children creating arts and crafts, playing pick-up sports, and, most importantly, spending quality time outdoors.

- **35,000 rock wall climbs**
- **110,000 lunches served**

More than just supervised active and creative play, the program features **free lunch** at many of the sites. For some children, this lunch may be the only balanced meal they get in a day. PP&R distributed nearly **110,000 nutritious lunches** to children in need with support from **Safeway** and **Partners for a Hunger Free Oregon**.

Thanks to the **Portland Parks Foundation**, PP&R delivered three portable rock climbing walls to various locations, offering **35,000 kids** a challenging climb with a bird’s-eye view of their neighborhood park. Working with East Portland Action Plan and community partners, PP&R took its Mobile Playgrounds program to 10 sites in east Portland, bringing recreation to areas where there are few developed parks.

The **Portland Trail Blazers** hosted free basketball camps in selected city parks to children of all abilities ages 7-13. They provided basketballs, t-shirts, and an expert coaching staff.

## Movies in the Park

Since 2006



Thousands of Portlanders made their local park a community living room this summer... complete with cozy blankets, free popcorn, and one giant movie screen. With support from **Umpqua Bank**, **43 parks** hosted movies attended by almost **51,500 movie goers**. **32 neighborhood committees** planned events in parks across the city, ranging from Spanish and Russian language films, to a silent film voiced by live actors, to a three-day independent film festival.

Thanks to generous donations from **Humana** and **Care Oregon**, Portlanders enjoyed live, pre-movie musical entertainment at each site. **Clear Channel Radio’s K103** and **Z100** got the word out via radio and all summer long movies were packed with happy families, friends, and neighbors.

- **51,500 attendees**
- **47 movies shown at 43 sites**

## Concerts in the Park

Since 1901



Could there be anything more fun than watching a live concert in the park on a warm summer evening with your friends and neighbors? Portland’s Concerts in the Park are neighborhood-based and family-oriented. They feature a wide variety of musical styles – from blues to hip-hop and from jazz to rockabilly – as well as celebrate the many cultures that represent our community.

Bolstered by lead sponsorship support from **Comcast**, 15 localized neighborhood concert committees worked to raise donations from more than 200 local businesses, individuals, community groups, and neighborhood associations.

- **45,505 concert goers**
- **51 concerts at 16 parks**

## Washington Park Summer Festival

Since 1949



This year, the Washington Park Summer Festival featured ten evening performances from more than 250 local musicians, dancers, actors, and vocalists. For 64 years, this festival tradition – set in the magnificent International Rose Test Garden – has flourished, presenting a wide variety of free cultural performances to Portlanders.

The Washington Park Summer Festival could not happen each summer without a public/private partnership model. Once again, special thanks goes to our premiere sponsor **Daimler Trucks North America**.

Additional thanks go to **Pacific Power**, **NW Natural**, **Wells Fargo**, **OnPoint Community Credit Union**, and **The Mark Spencer Hotel** for investing in this year’s festival.

- **27,500 attendees**
- **10 consecutive nights of local performances**

## Free Swim

Since 1910

One-hundred and three years ago, Sellwood Pool in southeast Portland offered its first free swim session to Portlanders. Soon to follow in the late 1920s, was the free “Learn to Swim” week offered at all PP&R pools – that’s nearly 90 years of teaching kids to be **safe and active**. Continuing this tradition, **almost 3,000** participants received free, professional swim instruction at 13 PP&R pools this last summer.

PP&R also offered free Open Play Swim sessions to kids and families each week during the summer – **at eight pools for 192 hours** – making water play accessible and entertaining families at five “dive-in” movies.

- **3,000 free Learn to Swim Week participants**
- **88 free Open Play Swim sessions**

“Thanks to the support of neighborhood and corporate sponsors, we leveraged taxpayer dollars at a rate of more than \$5 to \$1 to ensure this amazing program is available and free for all. More than just a good time, *Summer Free For All* fed a healthy lunch to 110,000 kids in need.”



Commissioner Nick Fish

“With 50% growth since 2010, Portlanders set new attendance records in 2013. Thank you, Portland, for making PP&R’s *Summer Free For All* the cornerstone of neighborhood entertainment and healthy activity for all.”

Director Mike Abbaté  
Portland Parks & Recreation

“There’s a grassroots, park-centered energy at the heart of Portland’s greatness. SFFA happened thanks to 47 volunteer fundraising committees that raised over \$200,000. Our communities care deeply about their people and parks, and that makes SFFA a huge success.”

Chair Elizabeth Whalen  
Portland Parks Foundation

